



SEFS - Fundamentals of Systems Engineering (Fall 2018)

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Exercise # 1 – Keyless world



- We need to lock the doors to our home when we leave, and that implies going around with a bunch of heavy keys ...
- If we lose the keys, we normally are in deep trouble ...
- A business opportunity is identified regarding a most reliable system to lock/unlock doors, one that doesn't require the carrying around of keys or similar devices

Exercise # 1 – Keyless world

- **Work in Teams to define the need or opportunity and formulate it in a single sentence that captures it completely and in a fully clear way.**
- **Give a 10-minute presentation on your formulation of the identified business opportunity.**

Exercise # 1 – Fast supermarket checkout



- We need to do our groceries. We pick up what we need, and then we face .. the QUEUE!
- Wouldn't it be great to be able to just 'walk out' and pay, somehow simultaneously?
- A business opportunity is identified regarding a most reliable system to charge customers for whatever they carry in their shopping carts or baskets.

Exercise # 1 – Fast supermarket checkout

- **Work in Teams to define the need or opportunity and formulate it in a single sentence that captures it completely and in a fully clear way.**
- **Give a 10-minute presentation on your formulation of the identified business opportunity.**

Exercise # 1 – Fast supermarket checkout



- Do you know of any other interesting case to be analyzed?
- It has to be described in solution-independent terms!
- Ask the course instructor for approval ... 😊